

### IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A system for storing and correlating various different identification and attribute information about a product, said system comprising:  
a database to store a plurality of identifiers for each product, and relationships between the identifiers, and for each identified product, a plurality of product attributes; and  
a data collector to retrieve product information from at least one external source and automatically to associate said retrieved product information with prestored product information on the database and to normalize said retrieved product information in accordance with the prestored product information, wherein said retrieved product information includes attribute information that is associated with the product and includes ~~[[an]]~~ a first attribute-value pair, wherein to normalize said retrieved product information the data collector is to translate the first attribute-value pair to a ~~canonical~~ second attribute-value pair responsive to identifying the first attribute-value pair in a list that includes a plurality of attribute-value pairs that ~~[[is]]~~ are associated with the ~~canonical~~ second attribute-value pair, the second attribute-value pair comprising a canonical translation of the first attribute-value pair.

2. (Previously Presented) The system of claim 1, wherein the identifiers are selected from at least two of the following:
  - at least one of a model number associated with a manufacturer and other identifiers used by the manufacturer;
  - at least one of a part number associated with a distributor and other identifier used by the distributor;
  - at least one of an SKU associated with a vendor and other identifier used by the vendor;
  - and
  - a serial number.
3. (Previously Presented) The system of claim 1, wherein the database further stores information about features of the product.
4. (Previously Presented) The system of claim 1, wherein the database is utilized to assign a universal SKU to each product.
5. (Original) The system of claim 1, wherein the database is a relational database and the relationships between the identifiers is stored as a tuple.
6. (Original) The system of claim 5, wherein the database is controlled by SQL.
7. (Original) The system of claim 1, wherein said database is contained in a server connected to a distributed network.
8. (Original) The system of claim 2, wherein the distributed network is the Internet.

9. (Previously Presented) The system of claim 8, further comprising at least one third party server connected to the system through the Internet.

10. (Currently Amended) A method of storing product information in a database, the method comprising:

gathering product information from diverse external sources;

loading the gathered product information into the database, the gathered product information including attribute information that includes ~~at least one~~ a first attribute-value pair;

for each product in the gathered product information, determining whether the product is already present in said database, and if so,

translating the ~~at least one~~ first attribute-value pair to a ~~canonical~~ second attribute-value pair responsive to identifying the ~~at least one~~ first attribute-value pair in a list that includes a plurality of attribute-value pairs that [[is]] are associated with the canonical second attribute-value pair, the second attribute-value pair comprising a canonical translation of the first attribute-value pair; and

for each product determined as not being already present in said database, adding a product identifier and related product information to said database, wherein the database determines and stores relationships between the various product identifiers for each new product represented in newly gathered information and stores information regarding the related product information for that product according to alias lists for product information terminology stored in said database.

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11. (Previously Presented) The method of claim 10, further comprising:  
transmitting the product information to a third-party server, wherein the transmitted  
product information contains a product identifier used by the third-party server.
12. (Currently Amended) A computer-implemented method for providing to a user at a  
single user-interactive location information relating to at least one of a product and a service of  
interest to the user, the method comprising:  
gathering information on at least one of the product and the service, including at  
least two of the following types of information:  
a general description of the at least one of the product and the service that  
includes at least one of the product features and the service features,  
a numerical user rating of the at least one of product and the service,  
at least one of the user reviews of the at least one of the product and the  
service,  
at least one of an industry review of the at least one of the product and the  
service,  
at least one of the comparison between the at least one of the product and  
the service and other similar items,  
a list of at least one of the vendor that sells the at least one of the product  
and the service,  
a list price of the at least one of the product and the service,  
a price for the at least one of the product and the service at each of the at  
least one vendor,  
data on the availability of the at least one of the product and the service at  
each of the at least one vendor,  
a profile on each of the at least one vendor, and  
an at least one of a rating and a review for each of the at least one vendor;  
storing the gathered information according to an at least one of the product  
identification and the service identification wherein the information includes attribute

information that is associated with the at least one product and service, the attribute information including ~~at least one~~ a first attribute-value pair;

translating the first attribute-value pair to a ~~canonical~~ second attribute-value pair responsive to identifying the first attribute-value pair in a list that includes a plurality of attribute-value pairs that [[is]] are associated with the ~~canonical~~ second attribute-value pair, the second attribute-value pair comprising a canonical translation of the first attribute-value pair; and

outputting said information to said user in a format that enables access by said user to the gathered and the stored information related to the at least one of the product of interest and the service of interest.

13. (Previously Presented) The method of claim 12, further comprising:  
displaying a list identifying a plurality of the at least one of the products and the services;  
and  
  
receiving a user product input selecting the at least one of the products and the services from the list, wherein the displaying information displays information on the selected at least one of the products and the services.
14. (Previously Presented) The method of claim 13, further comprising:  
displaying a class list identifying a plurality of classes of the at least one of the products and the services;  
and the services;  
  
receiving a user class input selecting one of the classes from the class list, and  
displaying the at least one of the products and the services corresponding to the selected class.
15. (Previously Presented) The method of claim 13, further comprising:  
displaying a feature list identifying a plurality of the at least one of the product features and the service features;

receiving a user feature input selecting the at least one of the product features and service features from the feature list; and

displaying the at least one of the product feature and the service feature corresponding to the user feature input.

16. (Previously Presented) The method of claim 13, wherein displaying further comprises displaying a picture.

17. (Previously Presented) The method of claim 12, further comprising:  
allowing the user to add to the stored information a user review of the at least one of the product and the service.

18. (Previously Presented) The method of claim 12, further comprising:  
allowing the user to add a rating of the at least one of the product and the service, wherein the rating is combined with an existing numerical user rating to form a new numerical user rating.

19. (Previously Presented) The method of claim 12, further comprising at least one evaluation of the at least one user review.

20. (Canceled)

21. (Previously Presented) The method of claim 10, further comprising:  
assigning unique integer identifiers to each character string contained in said product information;  
associating each unique integer identifier with its corresponding string in a look-up table;  
and  
creating a file containing product identification information and product attribute information in the form of a listing of said unique integer identifiers;

the assigning, the associating, and the creating to enable a traversal across said file with client queries to said database, a retrieval of relevant integer identifiers, and the acquisition of corresponding character strings from said look-up table for presentation to a client.

22. (Previously Presented) A method of carrying out a computer-implemented parameter-based search of a database containing records corresponding to various products, which include information identifying a plurality of definable parameters describing said products, comprising:

assigning a token integer to each character string corresponding to a particular parameter in said record database, wherein the value of the token integer corresponds to the location of the start of said character string in the database;

creating a look-up table of character strings, each being associated with its assigned token integer;

creating a record search file from said records in said database, token integers for each parameter type from said database are arranged sequentially adjacent to each other in said record search file;

retrieving a parameter search query from a user; and

carrying out said search query by traversing said record search file.

23. (Currently Amended) A machine readable medium storing a set of instructions that, when executed by a machine, cause the machine to:

gather product information from diverse external sources;

load the gathered product information into the database, the product information

associated with attribute information that includes ~~at least one~~ a first attribute-value pair;

for each product in the gathered product information, determine whether the product is already present in said database, and if so,

translate the first attribute-value pair to a second attribute-value pair responsive to

identifying the first attribute-value pair in a list that includes a plurality of attribute-value

pairs that [[is]] are associated with the canonical second attribute-value pair, the second attribute-value pair comprising a canonical translation of the first attribute-value pair;

for each product determined as not already present in said database, add a product identifier and related product information to said database, wherein the database determines and stores the relationships between the various product identifiers for each new product represented in newly gathered information and stores information regarding the related product information for that product according to alias lists for product information terminology stored in said database.

24. (Currently Amended) A machine readable medium storing a set of instructions that, when executed by a machine, cause the machine to:

gather information on at least one of the product and the service, including at least two of the following types of information:

a general description of the at least one of the product and the service that includes at least one of the product features and the service features,

a numerical user rating of the at least one of the product and the service,  
at least one of the user reviews of the at least one of the product and the service,

at least one of an industry review of the at least one of the product and the service,

at least one of the comparison between the at least one of the product and the service and other similar items,

a list of at least one of the vendor that sells the at least one of the product and the service,

a list price of the at least one of the product and the service;

a price for the at least one of the product and the service at each of the at least one vendor,



data on the availability of the at least one of the product and the service at each of the at least one vendor,

a profile on each of the at least one vendor, and

an at least one of a rating and a review for each of the at least one vendor;

store the gathered information according to an at least one of the product identification and the service identification wherein the information includes attribute information that is associated with the at least one product and service, the attribute information including ~~at least one~~ a first attribute-value pair;

translate the first attribute-value pair to a ~~canonical~~ second attribute-value pair responsive to identifying the first attribute-value pair in a list that includes a plurality of attribute-value pairs that [[is]] are associated with the ~~canonical~~ second attribute-value pair, the second attribute-value pair comprising a canonical translation of the first attribute-value pair; and

output said information to said user in a format that enables access by said user to the gathered and the stored information related to the at least one of the product of interest and the service of interest.

25. (Previously Presented) A machine readable medium storing a set of instructions that, when executed by a machine, cause the machine to:

assign a token integer to each character string corresponding to a particular parameter in said record database, wherein the value of the token integer corresponds to the location of the start of said character string in the database;

create a look-up table of character strings, each being associated with its assigned token integer;

create a record search file from said records in said database, wherein token integers for each parameter type from said database are arranged sequentially adjacent to each other in said record search file;

retrieving a parameter search query from a user; and

carrying out said search query by traversing said record search file.

26. (Currently Amended) A system for storing and correlating various different identification and attribute information about a product, said system comprising:

- a first means to store a plurality of identifiers for each product, and relationships between the identifiers, and for each identified product, a plurality of product attributes; and
- a second means to retrieve product information from at least one external source and automatically to associate said retrieved product information with prestored product information on the first means and to normalize said retrieved product information in accordance with the prestored product information, wherein said retrieved product information includes attribute information that is associated with the product and includes [[an]] a first attribute-value pair, wherein to normalize said retrieved product information the data collector ~~translate~~ translates the first attribute-value pair to a second attribute-value pair responsive to identifying the first attribute-value pair in a list that includes a plurality of attribute-value pairs that [[is]] are associated with the canonical second attribute-value pair, the second attribute-value pair comprising a canonical translation of the first attribute-value pair.